[SMART SENSOR BEER PACKAGING/SABMILLER & FRAUNHOFER INSTITUTE]

TITLE	
COMPANY / ORGANIZATION	
KEYWORDS	Smart, sensor, temperature, printed electronics (PE)
INDUSTRY AREA(S) AFFECTED	**Point of Purchase – Retail** **Consumer-use**
ISSUE ADDRESSED	The package a beer comes in is an important part of the final product. It is a clear and evident way to attract buyers while providing them with an impression of the brand itself before its consumption. Additionally, beverage companies must take advantage of advanced packaging technologies ensure the flavour and perception of their products remain consistent and of quality, as factors such as temperature can have significant effects.
SOLUTION	Beverage company SABMiller has launched their smart sensor packaging that tells consumers when their beer is at the optimal drinking temperature at the push of a button. The sensor is based around advanced printed electronics technology, allowing the sensor, display, and battery to be integrated seamlessly into the packaging. This technology adapts the colour changing (thermochromatic) ink concept famously used by Coors Light, where the mountain range on their bottles changed colour. Here, the ink appears transparent at room temperature, but once cold, becomes blue. SABMiller and Fraunhofer's smart sensor builds on this concept by providing a precise drinking temperature displayed directly on the packaging. This technology is currently being sold as part of SABMiller's Castle Lite brand in their Extra Cold Smart Ice Core insulated packaging.
EXPECTED BENEFITS	**Improved customer experience and brand marketing:** As the temperature of beer can have a significant effect on its flavour, this technology will provide consumers with an easy way to identify when their drink has reached its optimal drinking temperature. This assurance of consistency will allow a brand's products to be consumed as was intended. SABMiller touts this packaging technology as a world first and thus, is rather unique from a packaging standpoint making it clearly distinct from its competitors. As well, it shows off the effectiveness of printed electronics in both marketing and consumer end use (while generating some 'buzz' along the way).
CASE LINK	AIPIA, *Smart Pack for the Ultimate Cool Beer!* http://www.aipia.info/news-Smart-Pack-for-the-Ultimate-Cool-Beer-559.php Beverage Daily, *SABMiller packaging shows when beer is at the perfect drinking temperature*

	http://www.beveragedaily.com/Processing-Packaging/SABMiller-packaging-shows-beer-temperature	
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